



Fall 2003

## Inside this Issue

- 2 Cosmetics Industry
- 3 Latest IMI's
- 4 Eviro 04
- 6 Victoria: Economic Update
- 7 NZ Table Top Promo
- 8 IMI Reports May-Aug. 03
- 10 2004 Visit USA Seminars

The data provided in this bulletin is given solely as an information resource and does not imply endorsement by the U.S. Dept. of Commerce.

Editorial Co-ordinator Jan Swift

Production Co-ordinator Franz Bohm

Editor-In-Chief Keith Kirkham

# AUST-N Z

## Export Opportunities Bulletin

U.S. Commercial Service Australia/New Zealand

### FUSE...Featured U.S. Exporters The next chapter...

FUSE: a listing by industry, of U.S. companies who are specifically interested in the Australia/NZ market. While CNUSA and BuyUSA.com are still useful tools to showcase products, they are not country specific.

### **FUSE has changed all that.**

*Now that your clients have registered, what happens next?*

#### **CS Australia/NZ are proposing to trial a follow up procedure.**

After enjoying a 2 month free on-line ad, we will advise that it is time to review the company listing and ask that you to follow up/visit the client. We will be guided by the results of this follow up – should the ad remain to allow for further follow up, or be removed? To enhance a personal meeting with the company, we propose to supply an info pack including basic market and services information - one week's notice is required.

*Hopefully this will result in a request for paid services!*

We have **85 companies registered!** We need your help to turn these companies into the exporters of tomorrow!

<http://www.buyusa.gov/australia/en/fuse.html>

CS Sydney is visited by U/S Grant Aldonis on his recent Australia-New Zealand visit to participate in the Australian/American Leadership Dialog.



## **Cosmetics and Toiletries Update - Australia**

The cosmetic and toiletries market is a mature market, with the industry being driven by an increased awareness of skincare and appearance. The cosmetics and toiletries market in Australia is valued at US\$770 million, with imports supplying 34.7 percent of the market. The hair care sub-sector is the most significant, accounting for 24 percent of retail sales, with the increased popularity of high priced colorants driving the growth.

The emergence of an aging population in Australia, together with an increasing awareness of health and environmental issues, are leading an increasing consciousness of the importance of skin care. These factors are forecast to assist manufacturers that produce goods that emphasize preservation and protection rather than just cosmetic appearance, e.g., products for sensitive skin. Given the increased demand for age defying and/or appearance enhancing products, skin care products containing ingredients that have anti-aging or anti-oxidant properties, including dermocosmetics and cosmeceuticals, are in a good position for continued growth. The percentage of Australia's population aged 65 and over accounts for 12 percent of the total population. By 2020-21, this age bracket is anticipated to account for 17.6 percent of the population.

Success in the Australian market depends on the ability to secure a particular niche in the market e.g., organics, hypo-allergenic products. Products incorporating herbal and botanical extracts, plant acids, proteins, etc are expected to experience strong growth in line with fashion trends that give preference to natural or organic products. There is a growing consumer preference for herbal or environmentally friendly products.

Men's toiletries are becoming a significant market sub-sector, as men's consciousness of their personal appearance is increasing. Male lifestyles and attitudes are changing, as evidenced in the growing popularity of premium shaving systems and moisturizers. Significant growth is being experienced by the men's toiletries' sector, which grew by 9.2 per cent reaching a total of US\$68 million in 2001-02.

## **Cosmetics and Toiletries Update – New Zealand**

New Zealand's cosmetic and toiletries market is a small but competitive sector. In 2002, New Zealand imported US\$77.2 million worth of cosmetics and toiletries. Imports make-up approximately 95% of the cosmetic and toiletry sector. Australia is the main import market (market share is 32%) followed by the United States (market share is 20%). For the first five months of 2003, New Zealand's cosmetic and toiletry imports were approximately 35% higher than for the same time in 2002. Dental products, shampoos, deodorants and soaps dominate trade between New Zealand and Australia in this sector. From the United States, New Zealand cosmetic and toiletry imports are mainly perfumes, lipsticks, eye make-up, soaps and shampoos. The Cosmetics, Toiletries and Fragrances Association of New Zealand Inc represents the local industry. The Association offers information on its members and the local market through its website: [www.ctfa.org.nz](http://www.ctfa.org.nz).

Consumers' purchasing behavior for cosmetics and toiletries is generally influenced by brands, brand loyalty, brand knowledge, pricing and sales incentives. New Zealanders are also motivated to purchase products through marketing claims that capitalize on New Zealand's aging population e.g. products now almost always include labeling comments such as "helps defend against visible signs of premature aging" or "helps fight wrinkles". New Zealand consumers follow international trends closely and the organic movement in this country has become very popular as people question conventional products versus natural formulations. Natural cosmetics and toiletries are perceived by local consumers as pure, gentle and effective and fit the New Zealand psyche completely. New Zealand has several domestic manufacturers of natural cosmetic and toiletry products that are gaining international recognition. New Zealand's exports of cosmetic and toiletries were valued at US\$15.6 million in 2002 - mainly to Australia.

**CS Australia Delegation will see you at Cosmoprof Asia, Hong Kong  
Nov. 12-14 2003**



## **The latest International Sector Analysis Reports**

### **Ports and Harbors**

Each year, 3,000 shipping movements dispatch and deliver 80 million tons of cargo, four-fifths of it coal by volume. Ships transport nearly all of Australia's exports. In recent years, over a billion dollars has been invested in Australia's shipping industry, a modern industry that earns in over \$900 million annually and provides direct employment for nearly 4,000 people. With the world's third largest area of sea under its jurisdiction, maritime activity is fundamentally important to Australia.

In 2001-02, Australia's total merchandise trade (exports plus imports) amounted to 566 million tons of goods valued at \$78 billion. By value, 76 percent of goods were transported by sea, and 24 percent by air. Exports accounted for 90 percent of total trade by weight and 50 percent by value in 2001-02. This represented a 15 percent increase (by weight) and a 31 percent increase (by value) since 1998-99.

A complete copy of this report is available by contacting Phil Keeling at [phil.keeling@mail.doc.gov](mailto:phil.keeling@mail.doc.gov)

### **Sporting Goods: Ball Sports**

Sporting activity is a prime leisure pursuit of Australians. All types of sports are popular, with 33 percent of the population participating in a sporting activity for competition or recreation each week. The total annual output of the sporting industry in Australia, which includes all physical leisure activities, is estimated at US\$51 billion, or 2.3 percent of the Australian economy. The sporting goods market is expected to increase by two percent annually from the period 2003 to 2005. The ball sports sector, which covers golf, basketball, soccer, squash/racquetball and baseball, boasts over 1.3 million players, with the golfing sector maintaining a lion's share with over 450,000 players

The sporting industry, employing 95,000 people, consists of over 7,000 businesses and organizations. Almost half of the people employed by the industry are employed full-time. In addition, more than 1.5 million Australians provide volunteer services as managers, administrators, coaches and referees. Sports clubs in Australia, managed by and for their members, total at least 30,000.

A complete copy of this report is available by contacting Annette Ahern at [annette.ahern@mail.doc.gov](mailto:annette.ahern@mail.doc.gov)

### **Musical Instruments**

This report covers the Australian market for musical instruments, music accessories, and sheet music. According to the Australian Bureau of Statistics (ABS), these markets totaled US\$92 million in 2002. Japan is the leading supplier of musical instruments and accessories with 20 percent of the total market by value. The United States is the second largest country of origin for music imports, with 16 percent. China and Taiwan are

next with nine percent and 8.7 percent, respectively.

According to the ABS, the market for musical instruments and accessories grew by 11.4 percent from 2001-2002. With the Australian dollar strengthening vis-à-vis the U.S. dollar, the local market is expected to grow by 10 percent over the next few years.

There are a few local manufacturers of musical instrument, and can best described as producers of high-end crafted products for professional use. The local student market is expected to grow strongly in the future. In this sub-sector, end-users are extremely price-sensitive, and manufacturers of high-quality inexpensive products dominate the market. Products from Asia lead this market.

A complete copy of this report is available contacting by Duncan Archibald at: [duncan.archibald@mail.doc.gov](mailto:duncan.archibald@mail.doc.gov)

### **Agricultural Chemicals**

In 2002, the New Zealand market for agrichemicals for plant protection is a mature market valued at approximately US\$93 million. Agriculture chemical imports for 2002 were valued at US\$70.3 million. The import sector grew 27.8% over the previous year. Although agrichemicals are formulated in New Zealand, no products are manufactured here.

Agrichemicals are a key component to New Zealand's success although the negative image tagged globally to agriculture chemicals is prevalent in New Zealand society as anywhere else. This has led to an increase in growing food organically and a demand for low-risk agrichemical products. Market share between animal remedy and plant protection products is approximately equal. Industry sources report that currently animal remedy products are slightly outselling plant protection products.

U.S. agrichemical producers are viewed locally as leaders in the research and development of new innovative products. Although the market is mature, opportunities exist in New Zealand for U.S. companies of safer more environmentally benign pest specific products. As organic production increases there is an expectation by the industry that pesticide usage will begin to decline. This will unfortunately impact on U.S. insecticide suppliers who had a phenomenal year in 2002.

A complete copy of this report is available by contacting Janet Coulthart at [janet.coulthart@mail.doc.gov](mailto:janet.coulthart@mail.doc.gov)

### **EYEWEAR**

This report focuses on the New Zealand market for eyewear i.e. sunglasses and glasses for improving vision. (The report does not cover contact lenses.) The industry is characterized as small and

fiercely competitive and driven by international fashion influences. Brands are very important for sales. Although some assembly is undertaken in New Zealand, imports are the backbone of the industry. For the year ending December 2002, the value of New Zealand eyewear imports was US\$22.6 million. The U.S. is the fourth largest import source and in 2002 represented 12.2% of market share. Italy is the leading supplier.

Eyewear products are used by New Zealanders who need to improve their vision and/as well need to protect their eyesight from sun damage. In New Zealand, Ultra Violet (UV) light at ground level is high. At certain times of the year it is almost double the amount at similar latitudes in Europe. Consumers also use eyewear for personal image.

Long-term, New Zealand's aging population creates business opportunities for suppliers of products to improve vision. End users will continue to demand products that are both fashionable and comfortable.

A complete copy of this report is available by contacting Janet Coulthart at [janet.coulthart@mail.doc.gov](mailto:janet.coulthart@mail.doc.gov)

## **FRANCHISING**

This report covers the franchising sector in New Zealand. Franchising accounted for approximately \$22 billion in turnover in 2002 (including property services). Franchising offers good performance and growth projections. The number of people working in the franchising sector is estimated to be 73,300. The number of franchised and company-owned units is estimated to be 15,500. The number of systems, outlets, and those employed in them have steadily increased. New Zealand is also an excellent test market for new products and services.

A complete copy of this report is available by contacting Lisa Struneski [lisa.struneski@mail.doc.gov](mailto:lisa.struneski@mail.doc.gov)

**U.S. Dept. of Commerce  
Product Literature Center at  
ENVIRO 04 Convention & Exhibition  
March 28 – April 1, 2004 Sydney Australia**



Is there a market for your environmental products, technology, and services in Australia? Let us find out for you! The U.S. Department of Commerce is organizing a Product Literature Center at Enviro 04 ([www.enviroaust.net](http://www.enviroaust.net)), a major convention and trade show covering the environmental industry.

### ***About Enviro 04***

First staged in 2000, Enviro is a biennial event and a platform for five environmental industry associations to run their annual or biennial conferences and showcase technology, products and services in a combined trade exhibition. These associations are: Australian Water Association; Waste Management Association of Australia; Australian Business Council for Sustainable Energy; Environment Business Australia; and Clean Air Society of Australia & New Zealand.

The organizers expect the event to bring together around 5,600 people interested in the areas of water, waste, odor, sustainable energy, business of the environment, urban development, food and beverage supply, and intensive agriculture. These 5,600 people represent 1,000 exhibitor staff, 1,600 delegates and 3,000 trade visitors. The exhibition will have enough space to accommodate more than 300 organizations.

The fee for U.S. companies to participate in the Product Literature Center is \$450.



## **About the Australian Environmental Market**

Total environmental spending in Australia is approximately US\$5.5 billion and is estimated to grow at a rate of four percent annually up until 2005. The industry is made up of about 2,500 mostly small firms that employ a total of 100,000 people. Imports currently satisfy 70 percent of total demand for goods. The U.S. has the largest share (15 percent) of the import market.

The two driving forces behind the demand for environmental goods and services are increasing community awareness and government regulations. Population pressure in part explains the demand for water and wastewater treatment, the largest sector of the environmental industry. Since 1998, the change in Australia's Corporations Law have assisted with policy and program formulation at all levels of government. A number of state-based environmental agencies have also revised and updated various environmental laws, such as those governing the management and treatment of scheduled/hazardous wastes and contaminated sites.

The strongest opportunities are in the water and wastewater treatment sector, followed by reclamation and remediation. Wastewater treatment plants have, in the past, primarily been managed by state government-owned utilities. However, the corporatization of many utilities has resulted in increased opportunities for private sector participation in the delivery of water and wastewater services. Some water authorities have outsourced the management and maintenance of existing water treatment plants, while new plants are also being created under "build-own-operate-transfer" contracts by private sector interests. Many of these projects have in recent years been awarded to French and U.K. companies, in consortia with local firms. U.S.-led consortia have been largely absent from these projects.

The pressure on local government to reduce the volume of waste to landfills, together with rising costs associated with monitoring and managing landfill sites, is creating a market for technology with applications in waste minimization, re-use, recovery, and recycling. Recycling remains the most fragile sub-sector of the industry, given near monopoly buyers and low commodity prices. Despite this, regulatory pressure continues to force councils to look at more cost-effective recycling systems and services. As a result, some councils are now also exploring solid waste-to-energy recycling systems.

In addition, a "green" power market in Australia is also emerging. Electricity retailers are expected to source an extra two percent of their supply from renewable energy or specified waste energy sources by 2010.

Site remediation is considered the most competitive area within the Australian environmental management industry. Contracting companies are required to provide integrated solutions in site assessment and remediation, and consultancies for decontamination projects in industrial metals, chemical contamination and agricultural chemical contamination. Environmental liabilities associated with business and property transactions are increasingly making on-site treatment and soil remediation more economically viable than the alternative of disposing contaminants to landfill.

U.S. companies interested in exhibiting at Enviro 04 or participating in the event's conferences are encouraged to contact the show organizer:

Ms Rosalind Vrettas, Exhibition Manager

Quitiz Pty Ltd

Email: [rsvquitiz@bigpond.net.au](mailto:rsvquitiz@bigpond.net.au)

website: [www.enviroaust.net](http://www.enviroaust.net)



## **Victoria: Economic Update (May 2003)**

Victoria, Australia's second most populous state, continues to record strong economic growth. With an economy larger than that of Singapore and Ireland, U.S. exporters should take advantage of the opportunities the state offers.

### **A Sophisticated Market**

Victoria represents an attractive market for U.S. exporters. It has a culturally diverse population of 4.9 million and a cosmopolitan capital, Melbourne. Victoria's population is relatively young, with around 46 percent of Victoria's 2.3 million workers under 35 years of age. It is also relatively well educated, with 50 percent holding tertiary qualifications, and 24 percent university educated. This means the Victorian market is relatively sophisticated.

### **An Economy Larger than Singapore**

The Victorian economy is significant both in national and international terms. Victoria accounts for over one quarter of Australia's Gross Domestic Product. And it outperforms the rest of the country in terms of economic growth. In 2001/02, Victoria grew 4.9 percent, well above the national average of 3.9 percent. Moreover, Victoria's US\$117.4 in Gross State Product makes the Victorian economy larger than that of Singapore and Ireland. The size and strength of the economy makes Victoria a significant market for U.S. exporters.

### **A Significant Importer**

Victoria imported US\$25.7 billion worth of goods in 2002. The most significant import items were passenger motor vehicles (US\$1.93 billion); crude petroleum (US\$1.04 billion); aircraft and parts (US\$1.02 billion); motor vehicle parts (US\$733 million); medicaments (US\$572 million); telecommunications equipment (US\$547 million); and internal combustion piston engines (US\$525 million). The U.S. ranked as Victoria's principal source of imports with US\$4.86 billion or 19 percent of the state's imports.

### **State Budget Forecasts Continued Growth and Infrastructure Spending**

The Victorian State Budget, announced earlier this month, forecasts strong economic growth of 3.75 percent in 2003/04. While the economy remains robust, Victoria faces several challenges in recovering from the impact of the bushfires which occurred earlier this year, the continuation of a severe drought and a slower world economy. Notwithstanding this, the budget foreshadows US\$3.25 billion in infrastructure spending over the next two years, including US\$45 million to extend Victoria's natural gas network in regional areas and US\$143 million in asset investment and a further US\$36 million in infrastructure projects for the Commonwealth Games, to be held in Melbourne in 2006.

The budget also makes provision for US\$182 million for the purchase of state-of-the-art medical equipment and computer systems and to upgrade hospitals. It also allocates US\$192 million over four years to combat crime and terrorism and a further US\$38 million over five years to boost Victoria's emergency response capacity.

### **Recent Economic Developments**

The automotive sector in Victoria is worth US\$5.8 billion. In March, Australian company Automotive Components Ltd (ACL) and the German-based multinational MAHLE GmbH opened a US\$22 million manufacturing facility in Melbourne. The facility will enable the company to supply piston and con-rods or power cells, to General Motors Holden, which is also based in Melbourne. This development follows a US\$32 million investment in Melbourne by Toyota Australia, the market leader in the Australian automotive sector and the largest exporter of Australian-made cars, with sales of more than 50,000 to 33 export destinations worth US\$700 million in 2002. Toyota is increasing the capacity of its Melbourne plant to tool up for the new model Camry.

Victoria is the hub of Australia's biomedical research, with the largest concentration of research institutes, and the highest spending on medical and health R&D. U.S. pharmaceutical company Bristol-Myers Squibb announced in March this year that it had chosen

Melbourne as the location of the first global R&D hub it has established outside the United States. Bristol-Myers Squibb is the world's leading provider of cancer therapies, and a key player in the discovery and development of medicines to treat cardiovascular and metabolic diseases. The new global R&D hub will be located within Bristol-Myers Squibb's Australian operation in Melbourne, where the company has invested US\$11 million over the past two years.

In April, a joint venture Australia Power Energy Limited (APEL) and one of the world's largest resource companies, Anglo American PLC, was announced. The joint venture will produce fuel and electricity from brown coal under a \$US3.2 billion project planned for Victoria's Latrobe Valley. The Victorian Power and Liquids Project is reported to have the potential to generate over US\$640 million a year. Stage One of the project aims to produce 52,600 barrels of ultra low sulphur fuel (primarily diesel) per day and a net 500 MW of electricity from brown coal mined and processed in the Latrobe Valley. The joint venture partners are also investigating the possibility of establishing Australia's first zero emissions base load power station as part of the project, a 2000 MW power station powered primarily by hydrogen. U.S. company Syntroleum Corporation, which won a process for converting natural gas into synthetic crude oil and transportation fuels, is expected to establish its Asia Pacific headquarters in Melbourne as if the project proceeds. Synroleum Corporation has entered into a letter of intent with APEL to make available its gas to liquids

technology for the project and to take a 20 percent interest in the joint venture.

Victoria also has a large financial services industry. Currently Australia is home to US\$340 billion of funds under management, the fifth largest pool of funds globally and the largest in Asia. In addition, federal government policy mandates individuals to invest for their retirement and provides tax benefits for retirement savings. This "mandated growth" is projected to grow the funds pool to US\$1,320 billion by 2015, more than triple the current pool in 12 years. The Australian market will need more managers and more product to cater for this growth. Melbourne has a strong base in industry funds and is home to 40 percent of Australia's pension fund managers and 40 percent of assets under management. Four out of Australia's top five asset allocators are also headquartered in Melbourne.

U.S. companies interested in learning more about the Victorian market and exporting opportunities are encouraged to contact:

Marie Hill  
U.S. Commercial Service  
U.S. Consulate General  
Melbourne, Australia  
Tel 61 3 9526 5924  
Fax 61 3 9510 4660  
E-mail: [marie.hill@mail.doc.gov](mailto:marie.hill@mail.doc.gov)

### **New Zealand Table Top Promotions**

CS Auckland, in conjunction with the Auckland Chamber of Commerce: Business Outreach, are planning a Table Top Expo focusing on the Pharmacy Industry, October 16 at the Ellerslie Racecourse.

11 U.S. companies have already signed up. If you have clients who are looking for a low-cost method of finding distributors for their products, please contact Laura Szalay in CS Auckland at [laura.szalay@mail.doc.gov](mailto:laura.szalay@mail.doc.gov)

CS Wellington is exhibiting New-To-Market companies at an event hosted by the Wellington Regional Chamber of Commerce on October 7th. CS Wellington's exhibit will be part of an all-day trade show called the "Table Top Forum" coordinated by the Wellington Regional Chamber of Commerce. This event, which is taking place at Wellington's international sports stadium, is an opportunity for New-To-Market companies to be viewed by some of Wellington's leading importers and manufacturers.

To be included in CS Wellington's booth a small fee of US\$25 will be charged to each participating company. For further information please contact Janet Coulthart of CS Wellington at [Janet.Coulthart@mail.doc.gov](mailto:Janet.Coulthart@mail.doc.gov)

# **Latest IMI Reports May – August 2003**

## **Australia**

Strengthening Australian Dollar Encourages  
Australians to Ski in the U.S. - 08/21/03

Trade Opportunity - Supply of Valves to Sydney  
Water - 08/10/03

Opportunities for U.S. exporters of electricity  
transmission equipment - 08/10/03

Strong Lending Underpins June Home Building  
Approvals - 08/06/03

Australian Federal Government Provides Assistance  
Package for Radiotherapy Equipment - 07/24/03

Construction Activity Remains Strong in March  
2003 Quarter - 07/23/03

Australia's Market Research Services Sector -  
07/20/03

U.S.-Australian Research Institutes Collaborate to  
Search for a Cancer Cure Using Australian Marine  
Life - 07/16/03

Australian Cosmetics and Toiletries Market Update  
- 07/16/03

Security Overview - 07/15/03

Opportunities for the export of industrial machinery  
and equipment to the Northern Territory - 07/14/03

Investment Climate - 07/14/03

South Australia: Economic Update July 2003

Australia's booming automotive sector - 07/13/03

Australian States Work Together to Promote  
Australia's Biotechnology Industry - 07/09/03

Generic Medicines - 07/09/03

OZ IT Bulletin July 2003

Australia's Biotechnology Industry Makes Key  
Announcements at BIO 2003 - 07/01/03

New Pharmaceutical R&D Program Announced -  
06/06/03

National Survey of Research Commercialisation -  
06/03/03

Pan Pharmaceuticals Product Recall - An Industry  
Update - 06/03/03

AusBiotech 2003 Conference - 06/03/03

Oz IT Bulletin June 2003 - 06/01/03

Opportunities in Australia for U.S. exporters of  
power transmission equipment - 05/30/03

Victoria: Economic Update (May 2003)

Home Renovation Boom Continues - 05/22/03

Housing Industry Update ... March Building  
Approvals Up, New Home Sales Ease - 05/12/03

Diabetes Vaccine Development Centre - a joint  
venture with the Juvenile Diabetes - 05/08/03

Largest ever health products recall affects the  
Australian vitamins, minerals... - 05/05/03

OZ IT Bulletin, May 2003

Additional Helicopters for Australian Army - Air  
9000 - 05/02/03



## Latest IMI Reports May – August 2003

### New Zealand

TOP: Grape marc equipment required - 08/12/03

Safety and Security Update - 07/13/03

Cosmetics and Toiletries Update - 08/05/03

Tourism Growth - 06/03/03

Investment in New Zealand - 07/28/03

Import Transaction Fee - 06/03/03

#### Web site updates on [www.buyusa.gov/australia](http://www.buyusa.gov/australia)

- FUSE is still in pilot... we are featuring 85 U.S. companies
- New Trade Event listing for Australia - remainder of 2003 and full year 2004!
- Industry Highlights – best prospects for Australia
- TOPs – trade opportunities are now featured
- New Catalog shows in Australia

We can help you to help your clients in the Australia/ New Zealand market! Please contact us, we'd love to hear from you...

#### Melbourne

Unit 11011, APO AP 96551

[Melbourne.Office.Box@mail.doc.gov](mailto:Melbourne.Office.Box@mail.doc.gov)

Tel: 61-3-9526-5900

Fax: 61-3-9510-4660

#### Auckland

PSC 467, Box 99, FPO AP 96531

[Auckland.Office.Box@mail.doc.gov](mailto:Auckland.Office.Box@mail.doc.gov)

Tel: 64-9-309-9812

Fax: 64-9-302-3156

#### Sydney

PSC, Unit 11024, APO AP 96554

[Sydney.Office.Box@mail.doc.gov](mailto:Sydney.Office.Box@mail.doc.gov)

Tel: 61-2-9373-9205

Fax: 61-2-9221-0573

#### Wellington

PSC 467, Box 1, FPO AP 96591

[Wellington.Office.Box@mail.doc.gov](mailto:Wellington.Office.Box@mail.doc.gov)

Tel: 64-4-462-6002

Fax: 64-4-473-0770

<http://www.buyusa.gov/australia/en/>

<http://www.buyusa.gov/newzealand/en/>

For a complete copy of featured reports, please contact the CS Trade Specialist direct. If any of our reports alerts you to a commercial opportunity in Australia or New Zealand, and leads to a successful transaction, please let us know! We would appreciate learning about your successes and how our efforts can best assist U.S. companies.



"Your Global  
Business Partner"

# 2004 VISIT USA SEMINARS

IN AUSTRALIA

## Promote Your Destination to 1,300 Travel Agents in Sydney, Melbourne, & Brisbane in February 2004 through the U.S. Commercial Service Literature Distribution Booth

### Why Is the Australian Market Important?

As the 6<sup>th</sup> largest travel market to the U.S., it is important that your destination/business is capturing the significant Australian market. The U.S. ranks as the leading long-haul destination for Australian travelers with almost ½ a million Australians visiting the U.S. each year. Australians visiting the U.S. are characterized by long stays (averaging 26 days) and high spending.

### What are the Visit USA Seminars?

The annual Visit USA Seminars are a major event in Australia's travel industry calendar. The seminars are organized by the Visit USA Organisation, Australia, the official Visit USA Committee.

### Dates:

Melbourne 2 February  
Sydney 4 February  
Brisbane 5 February

### How can you participate on a limited budget?

The U.S. Commercial Service in Australia will be organizing a literature distribution booth at the seminars through which you can have the opportunity of being promoted at this highly successful event.

To be a part of the 2004 Visit USA Seminars, all you need to do is forward brochures (via U.S. domestic mail) and payment, and we will take care of the rest.

### What is the cost?

The fee to participate in the U.S. Commercial Service literature distribution booth is **US\$650**.

### Don't miss this opportunity!

This is your chance to showcase your destination in the Australian market in a cost-effective manner.

If you are interested in being a part of the U.S. Commercial Service booth, please complete the attached form and return by **OCTOBER 15, 2003**.

TO: Monique Roos, Commercial Specialist, U.S. Commercial Service, Sydney, Australia

Fax: +61 2 9221 0573

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

☐ Yes, we are interested in participating in the U.S. Commercial Service literature distribution booth. Please send further information.

☐ We are interested in participating in our own booth at the Seminars. Please send further information.

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

U.S. Commercial Service, American Consulate General, Level 59, MLC Centre, 19-29 Martin Place, Sydney, NSW 2000, Australia  
Tel: +61 2 9373 9210 Fax: +61 2 9221 0573 Email: Monique.Roos@mail.doc.gov Website: [www.buyusa.gov/australia](http://www.buyusa.gov/australia)